

cape{town}etc

ADVERTISING RATE CARD & Effective May 1, 2017
BRAND SPONSORSHIP OPPORTUNITIES 2017



ABOUT THE MAGAZINE

Cape Town Etc is passionate about all things Cape Town. In its print form, the magazine is a stunning guide to all that is exciting, new, fun and memorable about this amazing destination. It brings to life the entire Western Cape region, and is created with visitors in mind. Led by a team of Capetonians who love all that their city includes, it delivers the best of The Cape for those who are about to experience the wonders of The Mother City. Food and drink, arts and culture, entertainment, events, shopping, accommodations, adventure, the great outdoors and much more are included in each issue.

DISTRIBUTION

Cape Town Etc magazine is published three times a year – in February, June and October. We print 11,500 copies. It is distributed to rooms, public spaces and foyers in more than 200 hotels throughout South Africa, including game reserves and tourist centres. Cape Town International Airport, Tambo International Airport and Lanseria Airport lounges carry the magazine, as well as Emirates first, business and economy flights from Dubai to Cape Town; and Lufthansa first, business and economy flights from Munich to Cape Town.

OUR READERS

Cape Town Etc magazine reaches a discerning, upscale audience of international and South African upscale travelers, who are visiting the Western Cape, with a Living Standards Measure (LSM) rating of 7-10. Online, we're more regionally and locally focused, sharing all that matters to a largely Capetonian, female-first readership, with a higher than average LSM.



WEEKLY NEWSLETTER

We send our weekly newsletter highlighting our favourite stories, highlighting upcoming weekend events, to a dedicated group of 3,000 followers.

CAPETOWNETC.COM

We love Cape Town just as much online as we do in print. In fact, our digital properties have the added appeal of reaching Capetonians first, as well as travelers. This makes our voice online and in our social media channels unique, and we're proud to be 'By Capetonians, For Capetonians'. More than 450,000 unique users visit our site each year, where they find out content that is custom created for the site, along with long form and best-of stories from our beautiful magazine, in subjects including What's On, News, Food & Drink, Arts & Culture, The Best of The Cape and Competitions.



Facebook

85,000 + Followers*



Instagram

44,000+ Followers *



Twitter

17,000+ Followers*

Our social presence is important to us and it's growing every day. We focus on three social channels where our readers and followers are highly engaged. Our content varies somewhat by channel, but we also share what we believe is worthwhile and important to our readers. You'll find our take on breaking news and important city stories in Facebook and Twitter first, including videos and photography, as well as stories about favourite local hang outs, top restaurants and emerging wineries. Our Instagram fans love us for beautiful Cape Town and Western Cape scenery, although you'll find many arresting images here, to inspire you about all that is The Mother City.

*These numbers change/increase regularly; check online for regular updates

Cape Town Etc, is proud to be a flagship publication of Highbury Media, one of the largest independent magazine publishers in South Africa with an established track record in creating world-class content for print and digital media. www.hsm.co.za.



HOW TO ADVERTISE WITH US

Advertising options are evolving, and at Cape Town Etc, that means we like to take a holistic approach to reach your target audience. We do our best work – and get you the best results –when we marry digital and print opportunities, alongside innovative sponsorship and native advertising. Today, we regularly custom-create 350-degree programs for brands that deliver messages to the all-important Cape Town destination visitor, as well as our local and regional followers. We encourage you to contact our team of advertising professionals and let us help create a program for you that is targeted, measurable and appealing to your brand's consumer. The below is a guideline on our print and digital rates and deadlines for upcoming issues:

2017

Print Issue 2

Materials Deadline – 22 May

Print Date – 14 June

Featuring: A celebration of Cape talent in the fields of wine, cuisine, property and technology.

Print Issue 3

Materials Due: 12 September

Print Date: 10 October

Featuring: Luxe guide to the holiday movers and shakers, party rebels and makers; the sounds, moves and chic escapes of a Cape summer.

2018

Print Issue 1, 2018

Materials Deadline – 22 January

Print Date – end of February

Print only rates	
We offer six print sizes/rates to choose from:	
Inside Front Cover	R55,950
Double Page Spread	R34,950
Outside Back Cover	R39,950
Full page/A4	R24,950
Inside Back Cover	R29,950
Half Page	R14,950



Prices are per issue in print, and per month in digital, unless otherwise stated. Prices are excluding VAT.

Please contact **Jonathan Abramowitz** at 02141 60141 or by email at jonathana@hsm.co.za for information, and to plan/book advertising in Cape Town Etc

DIGITAL BANNER RATES

We now offer six different digital site banner sizes, at a variety of budget choices, to make advertising easier and affordable. Most standard web banners are supported including 728x90 size. We also offer a series of banner and social/content packages. Custom packages can be created to include print and digital options.

One, 300 x 1200	R12,000 (homepage only)
One, 300 x 1200	R10,000 (on any Capetownetc.com section page for one month except home page)
300 x 250	R3,500
300 x 500	R7,000
600 x 180	R4,000
728 x 90	R 2,500
900 x 180	R 5,000



Favourite Homepage Packages

Homepage Takeover

Package: 2, 300x1200 size sticky banners and one middle 728 x 90 size banner on desktop; one 728 x 90 sticky homepage banner in mobile + 4 weekly newsletter placements. For one month **R27,500**

Homepage Feature/Sponsored Post:

We'll help you tell your story through Capetownetc.com and our social channels with a short story, images or a video. Featured for one week on the site, including one post each in 2 social channels: Facebook and Instagram OR Twitter **R5000-7500** (content approval dependent on editorial discretion; rate varies based on images/video supplied).

Homepage Competition & Post:

An exclusive competition prize pack that gets Homepage billing. Prize pack values must be reviewed and approved in advance. **R5000+ prize package value**

Other ad bundle opportunities

Two sticky banners 300x1200 on any Capetownetc.com section page for one month (not homepage) **R12,000**

6-month digital and social media program: six months of 300x250 banners on any Capetownetc.com section page, 6 Facebook posts, 6 Twitter posts **R20,000**

12-month digital and social media program: same as six month, but with 12 posts to each social platforms. **R33,000**

We'll help you **tell your story through Capetownetc.com** and our **social channels** with a short story, image or a video (assets provided by advertiser). **R7500-10000**, dependent on number images/assets and story length.

Video: Our team can shoot your branded video as part of your Cape Town Etc campaign. Custom videos as part of packages start at **R10,000**

Subscriber newsletter: Be the featured weekly sponsor with a leaderboard at the top to support an event campaign. Advertisers can choose **sponsored/custom content** around a product or event instead: **R3500**

Newsletter Value Package: Two newsletter sponsorships **R5000**

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